

Bring a friend along for the ride!

Get a friend who is a smoker 21 years of age or older on the road to future good news from Merit.
Just have them fill out the bottom portion, fold, seal and mail before 10/31/97.

Please fill in name and address below:

Mr. Mrs. Ms. _____ Male Female
Address _____ Apt. # _____
City _____ State _____ ZIP _____ Phone (_____) _____

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail subject to applicable federal and state laws. Limited to smokers 21 years of age or older.

SIGNATURE
(required)

BIRTH DATE
(required) Month / Day / Year

TODAY'S DATE Month / Day / Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

2a. Is your regular brand...? (Check one.)
 Regular/King Size 100s 120s

2b. Is your regular brand...? (Check one.)
 Menthol Non-Menthol

2c. Is your regular brand...? (Check one.)
 Full Flavor Light/Mild Lowest/1 mg Tar
 Medium Ultra/Extra Low Tar

2d. Do you usually buy it by the...?
 Pack Carton Both Ways

3. How long have you smoked this brand?
 Less than 1 year 2 to 3 years Over 5 years
 1 to 2 years 3 to 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)

Go to another store to buy my regular brand.
 Buy another type or length of my regular brand.
 Wait until the store has my regular brand.
 Buy a different brand entirely.

5. What, if any, was your previous brand?

(Read name)

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)

I use almost any cigarette coupon I get.
 I occasionally use coupons for cigarettes, even if they are not for my regular brand.
 I only use coupons if they are for my regular brand.
 I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

I look for special offers for my regular brand. Frequently Occasionally Never

I take advantage of special offers for brands other than my regular brand.

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton=10 packs.)

Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

9. Which other brands would you consider buying? (Check all that apply.)

Alpine GPC Salem Virginia Slims
 Benson & Hedges Kent State Brand' Winston
 Benson & Hedges Kool Generic True Vantage
 Cambridge Marlboro Menthol None
 Cambridge Marlboro Menthol True Vantage
 Capri Newport Menthol None
 Carlton Newport Menthol None
 Doral Parliament Other _____

Who's at the wheel?

Help us get to know and serve you better by taking a moment to send us the latest news about yourself. Fold, seal and mail before 10/31/97.

1234567890123456

Sample A. Sample

123 Main St.

Sample, IL 60000

Please make any address corrections below.

Mr.
 Mrs.
 Ms.
Address _____

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